Influence of the Media

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ABSTRACT: In this paper I will be focusing on the media and the influence it can have on people. I also go on to talk about how social media can make us think and act in different ways. Another key point to this paper is how the media portrays presidential candidates and how what the media sees in them, which makes us as viewers or users of the media look at them different. To close I will touch on how users should use media and social media.

KEYWORDS: *social media, users, viewers, manipulates, media, celebrities, candidates.*

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Have you ever thought of an extremely popular saying or item and how it got so popular? Media is the answer it is one of the most powerful tools on the planet and can be used in many different ways. Media has been used for socializing, informing people about important issues, and giving us information that we wouldn’t know with out it. Media also manipulates people with out people realizing that they are being manipulated into doing anything (Understanding, n.d. para1). Anything the media puts out has a side, they want the users of media to pick and side with them. Media uses its influence to portray people in power including presidential candidates. The media will nit pick everything about them including body language which will be discussed later on. Media has been used and abused by multiple people. If you learn how to use it in the correct way then you can get people to believe anything that you want which is a scary thought.

Media can be a gift to people who use it right but for those who abuse it, it can be a disaster. People can be easily persuaded to do any type of act. The media knows that, therefore it will get you to act or have a certain way of thinking and the way they do that is sending out any type of manipulation tactic. A recent example of this would be the Super Bowl 50 half time show with Beyoncé. Her song represents the slogan “black lives matter” which means a lot to her because it is representing her race and what she believes. However the media did not take it that way at all, she is getting a lot of hate because the media sees it as a disrespectful act towards police officers. The media says that she shouldn’t be able to voice her opinion about the subject because she never had to experience a hard life like that. This is where the media starts to manipulate people into thinking that Beyoncé isn’t a good citizen, this is how they get the users of the media to think and then her listeners might not listen to this certain song of hers because of this reaction. The types of media making statements like are news media or in some cases social media because those are the main types where the population, especially younger adults, get their information.

The amount of people who use social media are outrageously high, 90% of young adults who are the ages of 18-29 use social media (Perrin, 2015,para10). Social media plays a big role in the lives of Americans and when something huge comes out everyone knows about it and talks about it in a matter of seconds. With people believing almost everything they read on social media and will feel so passionate about any subject that no matter what they are told they will not be wrong. An example of this would be by people writing a blog where they can voice there opinion and other people can read it, a problem with this is that not everything people write about is true so the readers believe something that isn’t true at all. However not everything you read is bad research proves that media is responsible for a influencing our daily life it also proves that media brings out our values and beliefs (Essay, 2015.para 4). This research doesn’t necessarily mean that people stay true to there own value and beliefs. A new item social media has added are polls, the way it works is someone posts a poll of anything they want, then people place there votes and after twenty-four hours of waiting they can run the results and see who/what won. This is important because if social media users are wondering what to think or do they can just let other people decide for them, this can be trouble because the wrong people can vote the wrong item and lead them in a different path. For an example if someone post a poll about what to wear they are giving up their voice for there own outfit, the poll tool is showing that some social media users can’t think for themselves. Social media also influences people’s emotions weather it is to make users laugh or even make them mad. Memes are a perfect example, memes are a picture that usually has a saying, which has nothing to do with the picture, but memes can say something that makes a person mad which means the users probably won’t like the person in the picture. Celebrities are influenced by social media because if they are famous enough they can be asked to endorse a certain product and put the product on there feed so users will see it and use it. An article on influence stated, “Because they are heroes in the youth’s minds, they are still celebrated despite the bad behavior they have been showing to the public”(Influence, 2015 para4). This statement shows that whatever celebrity does or shows in public can have an influence on the youth because they want to be just like them. The media focuses not only on the youth users but can also appeal to the older wiser users.

Presidential campaign races are a huge focus for the media, they nit pick the candidates and then share what they think to the viewers. A current example right now can be anything that Donald Trump says the media jumps all over mostly when they think it is a negative statement. They do this because they get more of an arise out of viewers of the media if they focus on something negative, people always have to have a voice in what they think. Also when the media makes a decision to make people vote someway or another they can be very dirty and make up lies but they build up the lies with a lot of hype so it makes it more believable. The lies can be little or they can just take something the candidate said and turn it around to make people get upset about it. Also just taking the way a presidential candidate looks the wrong way, people are concerned that Bernie Sanders is too old to be our president. Body language is a huge part of what the media takes away from the candidates. Every candidate gets about thirty seconds to make a first impression and most people don’t focus at the body language, but that’s all the media looks at. Nonverbal communication are one of the most important items for an aspiring politician they need to master all of their body language skills (Edwards, 2013, para2). The media focuses so much on the body language of a president that they can make or break a campaign. Media needs to start focusing on the reality of the situations so the viewers or users of media can make an educated decision on what they want to vote on. An example of this would be when JFK and president Nixon ran for president it was one of the first debates to be televised. During the debate JFK would look right into the camera making the viewers at home think that he was looking right at them. Nixon, who was sick, refused to wear make up so the people who saw it on TV thought that he looked sickly and did not look like a president of the country. However people who were listening on the radio really liked the ideas and points that Nixon had and thought that JFK’s plans weren’t as good as Nixon’s and didn’t really care for them. The people who saw it on TV thought that JFK had the race in the bag. But people who heard it on the radio thought that president Nixon had won. From this politicians will never again underestimate the importance of how their body language looks (Goman, 2015 para3). So just from that example right there it tells us that what we see could deceive us and we need to listen a lot more about the issues and not focus so much on what they are doing with their body. Body language is a huge way that the media makes us think differently about a person because they go to in depth about it when it’s not that big of an issue. People who use the media as a source to get information need to make sure that at the end of all the information they have gathered that they are thinking for themselves and not thinking for the media.

Media is the newest and biggest tool for influencing, socializing and manipulating. Media and social media are the most popular forms of news for viewers and users to get information from. Half of the users would be lost with out media they wouldn’t know how to act or what to do without other people giving them information or advice or just telling them what to do. Media also changed how we view people in power forever; they made body language such a huge part of how we view people in power and how to tell who is right choice before the candidate even gets to talk. Then celebrities came into the social media world and changed everything with endorsements and made people want to be just like them. The celebrities really made social media take off with some of them having over a million followers and those followers will do anything they say. Media, the most powerful tool that has came into our lives, will you use it for good or will you abuse it and make matters worse?

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